



Your Quick-Start  
Decorator's Guide to  
*-Coastal Design-*



# "How To Get Organized To Create a Room You'll Love"

## Step 1 Start by breaking down your decisions into small easy to manage components.

- Here's the BIG Secret!
- Organize your thinking into easy to manage pieces. That's the first thing we teach our students.
- Imagine how easy your life will be when you have a master checklist for each BIG Decision.

### Every room has these **6 Core Components** to Consider

1. Architectural Elements
2. Paint Color
3. Furniture
4. Flooring / Rugs
5. Lighting & Ambiance
6. Textiles & Textures

## Step 2 Understand the "**Design Elements**" that go with your style. And decide what you like.

- Decorating is about getting the room you want. That fits you and your life-style.
- Use the design elements list below as your starting point to learn:
  - What you are drawn to? (Big Picture)
  - What you love? (Individual items)
  - And what you don't like. (You're NOT making final decisions. You are getting organized.)



### **Coastal Design Elements**

- Light and airy vibe
- Neutral color palette
- Pops of color include navy blues, green, corals, or yellow.
- Layers of many different organic natural textures
- Materials such as linen, jute rattan, seagrass or cane
- Stripes are a staple
- Lots of natural, abundant light.
- Slipcovered or casual style furniture
- Light fixtures are simple and airy
- Weathered or light color wood furniture
- Reclaimed wood or driftwood
- Shiplap

# Coastal / Pro-Tips & Vendors

## Paint



Benjamin Moore  
Chantilly Lace



Benjamin Moore  
Classic Grey



Benjamin Moore  
Hale Navy



Benjamin Moore  
Waters Edge

Paint colors in Coastal design are usually whites and neutral and can include some blues and navy

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## Pillows, Patterns & Textures



Patterns

Small & Large



Stripes



Neutrals

### Pillows:

- Use down feather inserts when purchasing pillow covers.
- Size one size bigger than your cover.
- When styling pillows choose pillows using a mix of pattern, texture and size.

### For Rugs:

- Check out your local carpet shop for remnants.
  - Get one bound (an inexpensive option) and layer with a more expensive smaller rug.
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## Blue Tape / Space Planning

(See the video that came with this guide.)



### Space Planning

- Plan furniture by measuring & taping out placement with blue painters tape to get visuals.
  - Use the same pro-tip when you are planing how big a rug you'll need for a room.
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## Vendors Who Support Coastal Design

[www.serenaandlily.com](http://www.serenaandlily.com)

[www.potterybarn.com](http://www.potterybarn.com)

[www.cailinicoastal.com](http://www.cailinicoastal.com)

[www.Overstock.com](http://www.Overstock.com)

[www.wayfair.com](http://www.wayfair.com)

[www.thacherandspring.com](http://www.thacherandspring.com)

# These "insider secrets" will accelerate your progress.



1. **Review the Video** that came with this report.
2. **Learn how to use KEYWORD Research** to find the things you love **from your couch**. Instead of wasting your time and money driving all over town LOL.
3. Discover the Good and the Bad about using **Pinterest** for your research.

## Everything on the internet is based on Keywords.

To get you started off right:

- We're giving you 25 of the 75 "**Coastal Style Element Keywords**" we use in our paid trainings.
- These keywords will help you find pictures of your specific style.

### Your Research Instructions:

- Pick the room you want examples for. Add your style, and start looking around in Google & Pinterest.

### Example: "**Coastal Style Family Room**" or "**Coastal Style Dining Room**"

- If you are using Pinterest start a "Board" for that room.

### Your Assignment:

- Take the 25 starter keywords we've given you and go have some fun.

### Lyndsay & Wendy Believe in YOU

- **We believe** that anyone (regardless of time, budget or ability) can create a sanctuary that brings them joy given the correct guidance & information.
- **We believe** every woman, especially us self-sacrificing moms, deserves an extra- special place in our home we truly "LOVE." That's all our own!"
- **We believe** a beautiful room is like being in love. If you've never had it you don't know what you're missing. But once you "feel it" you don't want to live without it!

## 25 Coastal Design Keywords

That give you the clues  
to what you'll love..

### 1. Room Elements

- lots of light
- light colors such as light gray beiges
- pops of navy or light blue
- light and airy feeling
- natural wood elements like driftwood, grasscloth

### 2. Furniture

- Overall casual feel
- White Linen or Cotton Slipcover Sofa
- Blue and White Striped Sofa
- Rattan Bistro Chairs
- Wicker Coffee Table

### 3. Flooring / Rugs

- natural fiber
- jute
- seagrass
- light oak floors
- plank / driftwood

### 4. Lighting

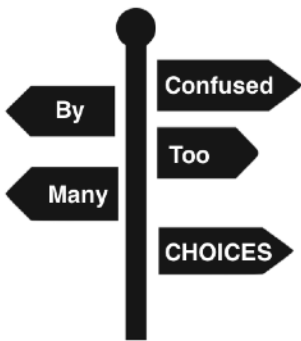
- traditional in nature
- ratan in material
- lanterns
- chandeliers
- seagrass dome

### 5. Textiles & Textures

- wicker trays
- hydrangeas
- greenery
- wooden links

# Do you ever feel confused or overwhelmed when you think about decorating? *You're NOT alone!*

We want you to know, "*It's NOT your fault!*"



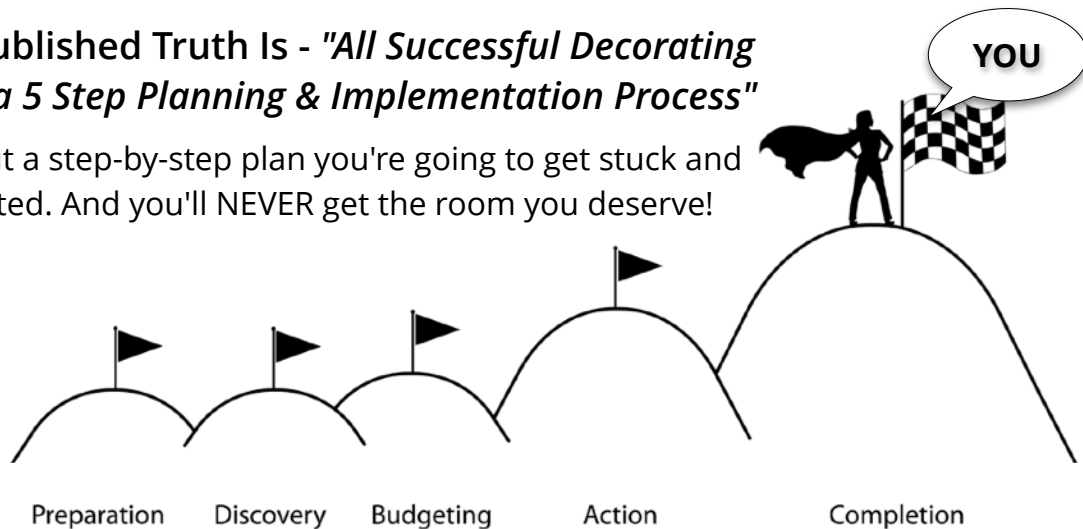
2 Quick Questions:

1. Have any of the (DIY) shows - ever given you a **step-by-step plan** that fits your taste and budget?
2. Will all those hours on Pinterest ever put a **personalized decorating design plan** - in your hands, *so you don't make mistakes?*

**The DIRTY SECRET is... they NEVER INTENDED to MAKE THINGS EASY.**  
Their ONLY purpose is to sell the sponsors products and make the host look good. They never show you the 50 people behind the scenes.

## The Unpublished Truth Is - "*All Successful Decorating Requires a 5 Step Planning & Implementation Process*"

- Without a step-by-step plan you're going to get stuck and frustrated. And you'll NEVER get the room you deserve!



1. **Your Preparation Plan** - gives you all the steps & checklists, to keep you organized and sane.
2. **Your Discovery Plan** - helps you learn exactly what styles and items you love and if they work together. We make sure it's right using tools like a Mood Board.
3. **Your Budgeting Plan** - makes sure you get the most for your time and your money and don't waste anything. (FACT: you can have beautiful rooms you love on any budget.)
4. **Your Action Plan** - lays out the "To Dos and Tasks" in the right sequence, so you or your vendors don't not mistakes.
5. **Your Completion Plan** - makes sure you get all the little details taken care of, so you have the room you always wanted.



## We're Your Project & Sanity - **SAFETY NET**

- We have helped 1000's of deserving women get their projects started off right. We've learned what works and what doesn't.
- Our project accelerator tools include; do-it-yourself trainings, an amazing membership community, and done-for-you design services.

Our mission is simple...

*"We're here to help you decorate your home so it brings you joy & delight every day, without driving yourself crazy during the process."*

**- Wendy & Lyndsay**

## *Client Comments*

Lyndsay and Wendy were instrumental with their guidance during my home remodel process. I had a general vision but with their help I was able to narrow down my focus and get clarity on not only my design style but also make choices that were reflective of how I'd actually live in/use the space.

We used the "**Pinterest Possibilities & Decisions 1-on-1 Personal Zoom Workshop**" to go over my vision and style in detail, I had complete confidence in their selections knowing they knew what would work best in my space.

Having Lyndsay and Wendy as my sounding board and providers of suggestions I wouldn't otherwise have thought of truly enabled me to design my dream home. I am truly so grateful - thank you gals! - **Bella**

**The Haven Design Academy** (DIY training) was some of the best money I have ever spent. The course allows you to work at your own pace, all the while encouraging every participant to access and nurture their own sense of style.

You're taught the technical and practical skills necessary to help translate your design ideas into reality.

The added bonus of weekly calls and a private group with other members, allows a great sense of community and the collaboration of great ideas. This experience was so much fun and extremely helpful. There is nothing else on the market that offers so much for so little.

The knowledge and confidence I gained will stay with me forever. - **Kristen D**

"Thank God for **How We Haven Membership!** I have a hard time visualizing a new space and layout and am so scared of making design mistakes. Lyndsay and Wendy came into my life and simplified the whole process, and I was finally able to confidently move forward with decisions for the redesign.

They really know how to help hone in the focus on your personal style, budget, and overall needs. I would highly recommend them to anyone who wants to work WITH someone rather than feeling pressured into someone else's design style.

I know this room will reflect my personality and style but it's something I could not envision until How We Haven helped." - **Shannon H.**



**If you would like to learn more, follow us on social media, visit our website for more goodies, or reach out if you have any questions.**